

News from SALEM COUNTY

Office of Public Information

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FOR IMMEDIATE RELEASE: April 9, 2009

TOURISM ADVISORY COUNCIL MEETS WITH MAYORS AT SCC GLASS EDUCATION CENTER

Group Tours the Facility

(ALLOWAY TWP., NJ)—Deputy Freeholder Director Beth E. Timberman, liaison to the Salem County Tourism Advisory Council, and Tourism Advisory Council Chairman Brian Duffy, today announced that the Council had their first meeting with municipal officials at the Salem Community College Glass Education Center on March 17, 2009 to discuss progress on the Salem County marketing campaign.

"We were pleased that almost every municipality was represented at the meeting," said Deputy Director Beth Timberman. "There has been great progress made in the past year to promote Salem County as a tourism destination. The adoption of the slogan and logo and creation of the official tourism website are tools that will be utilized during the upcoming advertising campaign that will launch around Memorial Day weekend. We are hopeful that the campaign will support our municipalities and businesses by establishing our 'brand' in the marketplace, and promoting the County as a regional destination."

The evening commenced with a tour of the Glass Center which was led by Jennifer Pagliarini, Coordinator. Following the tour, members of the Council reported on the progress of the overall marketing plan, and additional creative elements being designed for the advertising campaign including television, radio, and print advertisements; and promotional pieces for information requests. This was followed by a question and answer period.

"It was apparent that the municipal officials in attendance truly welcomed the opportunity to be a part of this effort, and it seemed that they all appreciated the substantial economic benefits that the campaign can bring to Salem County and all of its communities," added Brian Duffy, Chairman of the Tourism Advisory Council.

"Salem County is rich in natural and historical assets, character, and tourism potential. However, for us to be successful in this marketing effort it will take collaboration and teamwork among governmental units, the business, community, special interest groups, and civic organizations. Based on the positive response we received from our municipal officials at this meeting, I believe we are off to a great start," Timberman concluded.



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